SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR MANAGING USER IDENTITIES

ABSTRACT OF THE DISCLOSURE

A system for managing a plurality of identities of a user includes a network entity

5   capable of operating a user naming system (UNS). The UNS is capable of receiving, from an application, a request for an identity of a user. The UNS is also capable of automatically selecting a predefined identity based upon the application and at least one user preference independent of user input to the application. The UNS can then provide the selected identity to the application. More particularly, the UNS can receive a request

10   for the identity of a user from a trusted application. Then, the UNS can select an identity further based upon a status of the user. The UNS can alternatively receive a request for the identity of a user from a non-trusted application. Then, the UNS can select or generate a pseudonym, which the UNS can provide to the application.

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